

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Cinemas – M/s Prasad Imax and Multiplex Complex, Necklace Road, Hyderabad – Enhancement of Admission rates in Screens- I,II,III,IV and V - Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 199

Dated:31-07-2010.

Read the following:

1. Representation dated 17-12-2009 of M/s Prasad Imax and Multiplex represented by its Chairman.
2. From the Commissioner of Police, Hyderabad City, Letter No.L&O/A3/210/2004-09 dated 18-12-2009.

ORDER:

In the reference first read above, the Chairman, M/s Prasad Imax Multiplex, Necklace Road, Hyderabad, has stated that Prasad Imax and Family Entertainment Centre is one of its kind public private Partnership project (PPP) implemented by them under the PPP initiatives of the Tourism Department, Government of Andhra Pradesh. The Project has succeeded in its objective and have contributed bit to the success of the project by constructing and operating the world class facility without sparing any effort from their side.

2. He has also stated that M/s Prasad Imax Project has generated direct revenues to the public exchequer in the last six years. To keep up pace with the technological advancement in the Cinema Industry they have taken up installation of advanced digital equipment in all the theatres in their multiplex at a considerable cost. He further stated that the present all round increase in costs and the modernization of their equipment, has constrained them in proposing for an increase in the admission rates for their theatres.

3. Further the Commissioner of Police, Hyderabad City in the reference second read above, has furnished his report stating that the representation of Management of M/s Prasad Imax Multiplex, Hyderabad, regarding enhancement of the rates of admission in Imax and (5) Multiplex screens at Prasad's Multiplex for the following reasons:

1. The increase sought is in view of the increase in operating Costs and modernization of equipment.
2. The increase sought is in line with the increase allowed for other multiplexes in the city.

(Contd... 2)

3. The increase in admission rates also improve the Revenues to the Govt. as the Govt. is a Revenue sharing partner in their project which is one of its kind public private partnership initiatives of the Government of Andhra Pradesh.
4. The Management have requested to enhance and fix the maximum rate of admission into their theatres as proposed below:

Sl. No.	Type of theatre	Description	Existing rate of admission	Proposed rate of admission
1.	Imax Theatre	2D movies upto one Hour duration	Rs.150/-	Rs.200/-
		2D movies more than one hour duration	Rs.200/-	Rs.250/-
		3D movies	Rs.200/	Rs.300/-
2.	Multiplex Screen-I	2D movies	Rs.100/.	Rs.150/-.
		3D movies	Not prescribed	Rs.200/-
3.	Multiplex Screen-II	2D movies	Rs.100/.	Rs.150/.
		3D movies	Not prescribed	Rs.200/.
	Multiplex Screen-III	2D movies	Rs.100/.	Rs.150/-.
		3D movies	Not prescribed	Rs.200/-.
	Multiplex Screen-IV	2D movies	Rs.100/-.	Rs.150/-.
		3D movies	Not prescribed	Rs.200/-.
	Multiplex Screen-V	2D movies	Rs.100/-.	Rs.150/-.
		3D movies	Not prescribed	Rs.200/-.

5. The Commissioner of Police, Hyderabad, has stated that there is no objection to accord permission for enhancing the admission rates as requested by the applicant in their Imax Theatre and (5) Multiplex Screens i.e., Screens –I, II, III, IV, and V Multiplex theatre of M/s Prasad's Media Corporation Limited, NTR Gardens, Hyderabad, subject to condition that the applicant provides all the facilities mentioned by him in his application.

1. Up gradation of their projection equipment by importing The latest Christie digital projection systems for all their Screens from USA.
2. Installing new and efficient screens for better viewing Experience for the patrons.

3. Converted one of their multiplex screens into a 3D enabled Screen installing two Christie digital projection systems and a 3D silver Screen.
4. All the projection systems are aided by Xenon consoles with The platter system;
5. Installing automatic ticket vending machines for better service to the patrons utilizing the interest and tele booking facilities;
6. Improved the display systems at the box office and the Concession counters;
7. Improved the automation in the house keeping for achieving Enhanced cleanliness in short time; and
8. Installed necessary security systems including the close Circuit TVs at all possible locations in the multiplex and the Mall

6. Further keeping in view of the above, an opportunity of hearing was given to the Management of M/s Prasad Imax Multiplex, Hyderabad, on 06-07-2010 before the Appellate Authority. The Government have heard the case represented by the Management.

7. Government carefully examined the request of the Management of M/s Prasad Imax Multiplex, Hyderabad, for enhancement of rates of admission as proposed by the Management and also the recommendation of the Commissioner of Police, Hyderabad City.

8. Government after careful examination of the above request in exercise of the powers conferred in rule (c) of sub-rule 3(a) of rule 11 (B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970 hereby allows enhancement of rate of admission as indicated below:

Sl. No.	Type of theatre	Description	Existing rate of admission	Rates of admission
1.	Multiplex Screen-I	2D movies	Rs.100/-	Rs.150/-.
2.	Multiplex Screen-II	2D movies	Rs.100/-	Rs.150/-.
3.	Multiplex Screen-III	2D movies	Rs.100/-	Rs.150/-.
4.	Multiplex Screen-IV	2D movies	Rs.100/-.	Rs.150/-.
5.	Multiplex Screen-V	2D movies	Rs.100/-.	Rs.150/-.

(Contd...4)

9. The Licensing Authority is directed to thoroughly inspect the facilities mentioned under para 5 above, during his periodical half yearly inspections and in case any deficiency is found in the said facilities the same may be reported to Government so that action will be taken by the Government to automatically withdraw the enhanced rate of admission accorded in para 8 above.

10. The Commissioner of Police & Licensing Authority, Hyderabad City is requested to incorporate the rates and class of admission in the Form-B Licence of M/s Imax Multiplex Complex, Necklace, Road, Hyderabad, immediately.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner of Police & Licensing Authority,
Hyderabad City.

Copy to :

The Management M/s Prasad Media Corporation,
(Imax Multiplex Complex), Necklace Road, Hyderabad.
The P.S. to Principal Secretary to Government,
Home Department.
The P.S. to Minister for Cinematography.
SF/SCs.

//FORWARDED:BY ORDER//

SECTION OFFICER.